



The future of Environmental Labelling of Seafood

Project leader Jostein Storøy

Research director, SINTEF Fisheries and Aquaculture

Introduction



Relevance

- Large variety of eco-labels
- Variation in scope and goal
- Information behind labels are often not traceable
- For consumers and industry this can be confusing
- We already see increased environmental focus in the retail sector, and new concepts are introduced (i.e. Walmart, Tesco)



The ongoing Nordic project: Scientific network within sustainable fishing – documentation, labelling and traceability



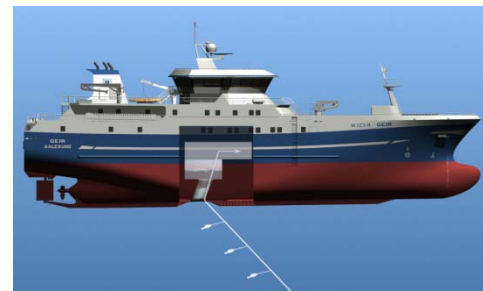
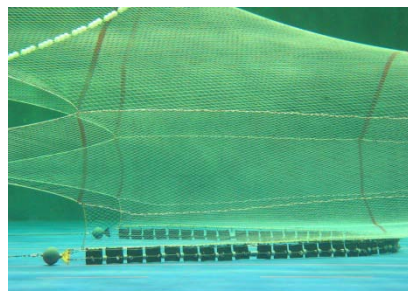
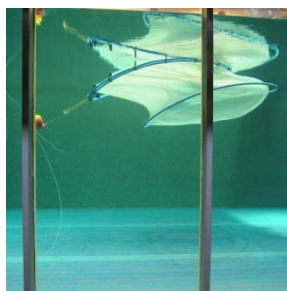
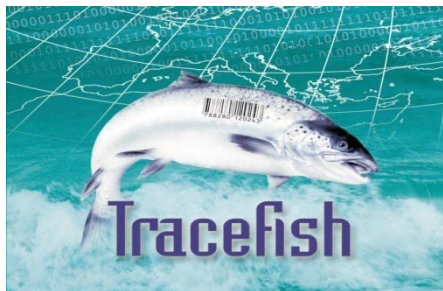
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Nordic Council of Ministers

- This is 3. scientific network project
 - Traceability
 - Traceability and Food Safety
- Main project objective
 - Identify solutions for how traceability can contribute to make fisheries more sustainable
- Tool/method
 - Create network with stakeholders from whole business cluster
 - Arrange workshops, and discuss future developments

Why are we so enthusiastic about this?

- We have developed traceability standards and traceability best practice guidelines
 - TraceFish, TraceFood Framework (www.tracefood.org)
 - Facilitates many new applications that can create trust and transparency
- Our institutes develop new environmental oriented fisheries and fish farming technology, but there are few direct incentives for taking these new innovations into use
 - Selective gear and gear with less benthic impact
 - Reduction of energy consumption in fisheries and aquaculture
 - Reduction of escapees in fish farming
 - Life Cycle Assessment methodology for seafood products



Goal for the workshop

- Give an overview of relevant eco-labels
- Discuss if future label requirements should have a more holistic approach
- Discuss if future eco-labels should have standardized minimum criteria
- Discuss if future eco-labels should have more quantitative criteria, and if traceability can improve transparency and trust (e.g. IUU)
- Discuss how eco-labels can play a more active role in development and implementation of environmentally oriented technology
- Extend our network within eco-labelling and traceability, and establish a dynamic forum for future co-operation and influence

Session 1. A targeted overview: Similarities and differences between eco-labels, new initiatives and development potentials

Addressed topics:

- Presentation of your study
 - General view of existing labels (based on your studies)
 - How do we navigate through the jungle of eco-labels, do standard methods for label evaluation exist?
 - How did you evaluate the labels in your survey?
 - Do labels and certification schemes have any actual environmental impact?
 - Future trends in environmental labelling (standard minimum criteria, multi-attributes, whole chain perspectives, etc)
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- FAO/EU view of existing labels, and certification schemes
 - Upcoming FAO/EU activities and actions related to eco-labels and sustainable fishing
 - Do you feel that existing eco-labels have any real environmental impact?
 - Can consumers trust existing labels? Can standardization of minimum label criteria contribute to a more clear regime?
 - Trends in eco-labelling; should future labels cover more environmental impacts throughout the whole product life cycle?

Session 1. Continuation

Addressed topics:

- Is it possible to create more quantitative labelling criteria and can traceability be used to improve transparency and trust.
- How can traceability facilitate eco-labelling
- What is the desired granularity of a label? Should certification be given on stock level, industry level, company level, unit level (farm/vessel) or product level?
- Case-demonstration
- Conclusions from the Hague-round table meeting.

Session 2. Presentation of different labels

Addressed topics:

- What specific environmental **issues do your label address**. What parts of a products life cycle do the label cover? Why should consumers chose products with your label?
- Which environmental impacts do your label facilitate/aid?
- Can standardization of minimum label criteria contribute to a more clear regime?
- What is the desired granularity of a label? Should certification be given on stock level, industry level, company level, unit level (farm/vessel) or product level?
- How do your label intend to **achieve (environmental) improvements**? (e.g. through technology developments and improved practice? Change in fisheries management and quota policies, etc)
- Future trends in eco-labeling. Will the content of your label change in the future (e.g. 10 years from now?)

Session 3. Food Chain Perspectives:

Preferences presented by important stakeholders

Addressed topics:

- A little bit about your company sustainability strategy today, e.g. how do you try to influence environmental impact of the products you sell?
- Your company views on eco-labelling; do you prefer to sell eco- labelled products or not?
- If so, which eco-label(s) do you have preferences for in the seafood sector (for both captured fish and farmed fish)
- Are you satisfied with existing eco labels? If yes; why? If no; why?
- Do you feel that existing eco labels deal with the most important environmental issues and do you think they have any environmental impact?
- Do you think that eco labels should develop into a more multi-attribute approach? e.g. cover topics like; energy consumption, supply chain aspect and social responsibility?
- Do you think that eco labels (criteria/content) will change over the next 5-10 years?

Conclusions